

brandweighting factors selected from the group consisting of transaction data, transaction ratios and transaction trends.

42. (amended) ~~A cash flow accounting~~ The system, comprising:  
~~means for organizing business data by component of value and element of value where at least one element of value is intangible;~~  
~~means for claim 38 wherein determining the value of each element of value;~~  
~~means for reporting~~ weighting factor further comprises evaluating all elements of value at the value of each element of value using same time within a paper document or an electronic display.  
sequential series of points in time.

### **REMARKS**

The Applicant respectfully requests consideration of the present application as amended herewith.

Respectfully submitted,

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